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website bidding strategy pricing models

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US Pat. 11427097 - Filed Jun 28, 2006

However, there are no advertisers **bidding** on this search term. devising a joint **strategy** for the advertiser group for **bidding** in the keyword auction. ...[Methods and systems for correlating telecommunication antenna infrastructure ...](#)

US Pat. 6795707 - Filed May 23, 2001

In addition, the identity of suppliers may likewise not be revealed to consumers , to keep suppliers' **bidding** strategies and retail **pricing** secret. ...**[APPLICATION]** [Method and system of pricing financial instruments](#)

US Pat. 11401466 - Filed Apr 11, 2006

This is part of the **pricing** process, ie, after the trader decides where to place the bid and offer prices, he/she needs to consider whether the resultant ...**[APPLICATION]** [Keyword advertisement management](#)

US Pat. 10741336 - Filed Dec 19, 2003 -

Notice, however, that these high levels of **bidding** gradually shift profit to ... by the "4 P's of marketing" — product, **pricing**, promotion, and positioning. ...**[APPLICATION]** [Server-based keyword advertisement management](#)

US Pat. 10743520 - Filed Dec 19, 2003 -

Notice, however, that these high levels of **bidding** gradually shift profit to ... by the "4 P's of marketing" — product, **pricing**, promotion, and positioning. ...**[APPLICATION]** [Method and system for pricing electronic advertisements](#)

US Pat. 11006121 - Filed Dec 7, 2004

Advertisers then enter their maximum bid and/or **bidding** criteria for ... [0023]While the prior art discloses attempts to improve **pricing models** for ...**[APPLICATION]** [Computer-implemented method and system for managing keyword bidding prices](#)

US Pat. 11517866 - Filed Sep 8, 2006 -

More particularly, the present disclosure relates to automated **bidding** for ... For example, in one Yahoo/Overture PPC **pricing strategy**, if company A bids ...**[APPLICATION]** [Demand estimation using auction price analysis](#)

US Pat. 9613907 - Filed Mar 21, 2001

These techniques provide an independent source of demand and **pricing** information ... and setting starting bids and reserve prices and **bidding** strategies. ...

[APPLICATION] Secondary market for keyword advertising

US Pat. 10742867 - Filed Dec 19, 2003 -

For example, in one PPC **pricing strategy**, if company A bids \$1.10 for "deck plans" then its advertisement will be placed above a company **bidding** \$0.95. ...

[APPLICATION] Identifying and reporting unexpected behavior in targeted advertising ...

US Pat. 10742390 - Filed Dec 19, 2003 -

For example, in one PPC **pricing strategy**, if company A bids \$1.10 for "deck plans" then its advertisement will be placed above a company **bidding** \$0.95. ...

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